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Global Sports Graphics Market Size study & Forecast, by Product (Digital Printing, Screen Printing, Embroidery), by End-Users (Promotional Products, Sports Apparel, Accessories) and Regional Analysis, 2023-2030

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Abstracts

Global Sports Graphics Market is valued at approximately USD xxx billion in 2022 and is anticipated to grow with a healthy growth rate of more than xxx% over the forecast period 2023-2030. Sports graphics refer to the visual elements and designs used in sports broadcasts, live events, and digital platforms to enhance the viewer's experience and provide information about the game or event. These graphics are typically used to display scores, statistics, player profiles, and other relevant information. The Sports Graphics market is expanding because of factors such as increasing disposable income and growing consumer spending on sports goods. Sports graphics are designed to engage viewers, provide pertinent information, and enhance the overall viewing experience. They are created using specialized software and tools, and their design and implementation may vary depending on the specific sport, broadcast network, or event. Its importance has progressively increased during the last few decades.

According to Statista, in terms of purchasing power parity, the United States had the highest gross household disposable income per capita in OECD countries in 2021. Their disposable income per capita was close to USD 55,000. Luxembourg came in second with roughly USD 50,000. Furthermore, Americans had a total of 16.02 trillion dollars in disposable personal income in 2021. Per capita personal disposable income was 47,763 dollars in that same year. Another important component driving space is growing consumer spending on sports goods. As per Statista, the global revenue in the sports equipment section of the toys & hobbies market was predicted to expand by USD 43.6 billion in between 2023 and 2027 expected to reach up to 204.48 billion US dollars

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by 2027. In addition, in the financial year 2022, sports expenditure in India was about USD 0.21 billion. This was an increase from the previous financial year. The largest share of this expense went towards Khelo India which promotes development of sports. Also, expansion of the global sports industry into digital platforms and rapid urbanization would create a lucrative growth prospectus for the market over the forecast period. However, the high cost of Sports Graphics stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Sports Graphics Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the rising consumer spending on sports goods in this region. According to Statista, in 2022, the total revenue of the sports equipment market in the United States accounts for USD 17.44 billion. Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as increasing disposable income and rising adoption of athleisure fashion trends due to advancement of technology in this region.

Major market players included in this report are:

Dynamite Graphics

Sports Graphics

Total Sports Graphics

Prairie Graphics Sportswear

Arena Sports & Graphics

CMYK Grafix

Signal Graphics

Quality Graphics

Rappahannock Sport & Graphics

VizCom Sport Graphics

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Recent Developments in the Market:

In July 2023, EA Sports has officially announced the EA FC 24 Ultimate Edition cover, which features 31 men's and women's stars in a brand-new cover style. The first installment of EA Sports' newest football game series, EA Sports FC, is EA FC 24. The game will replace EA's long-running FIFA series after the publisher and FIFA severed their 30-year association last year, and more details about the new game are beginning to emerge, with the cover of the Ultimate Edition announced ahead of EA FC 24's formal release.

Global Sports Graphics Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, End-Users, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest

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along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

by Product

Digital Printing

Screen Printing

Embroidery

by End-Users

Promotional Products

Sports Apparel

Accessories

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

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ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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